

THE MARKETPLACE FOR EVERYTHING NEWS WANTADS

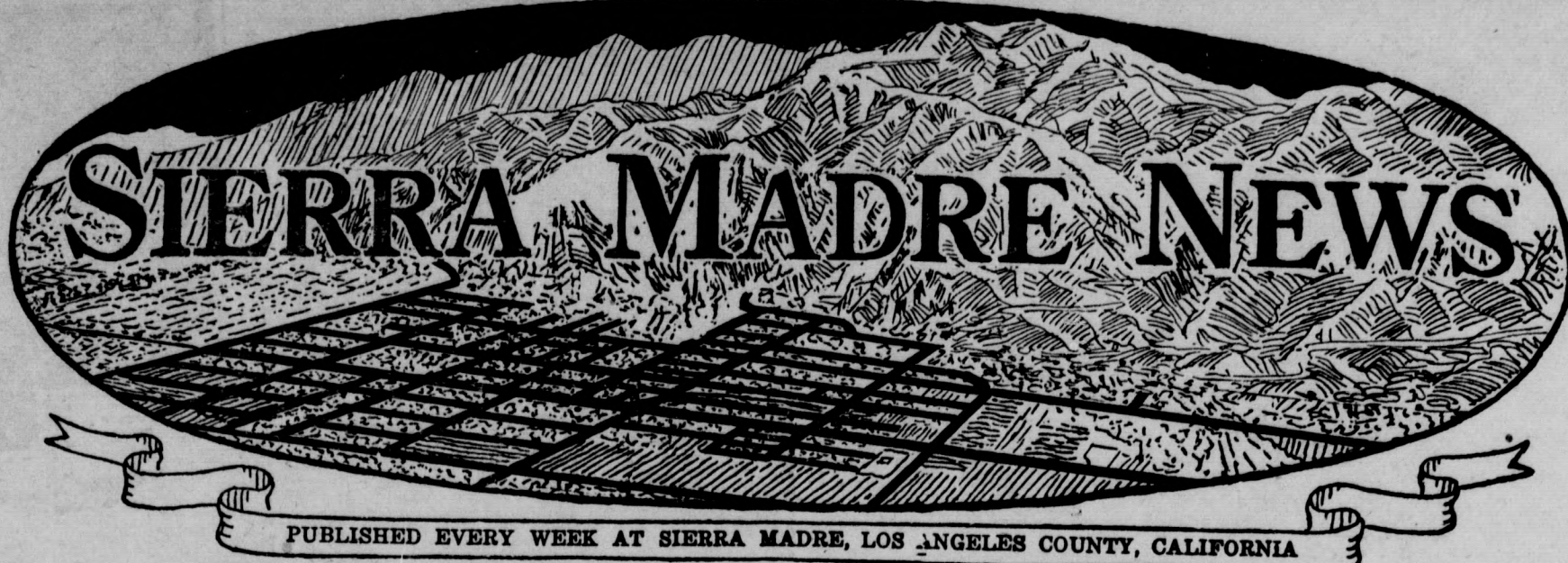
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TELEPHONE YOUR WANT-
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VOLUME 19, NO. 13



SIERRA MADRE

The Wistaria Town, name-
sake of the "Mother Moun-
tains" that brood above
her; beautiful for fragrant
orchards, wide vistas and
sheltering oaks; satisfying
for city comforts, country
quietness, and friendly,
welcoming hands.

FRIDAY, DECEMBER 26, 1924

Auto Tumbles Over the Edge Of New Road

Jack Robb, Roy Swanson and G. E. Woods of Arcadia had a narrow escape from death on Christmas day about noon when their Chevrolet car went over the bank on the new road now under construction to the Big Santa Anita Canyon. Woods suffered a dislocated shoulder and serious cuts and bruises. The others escaped with minor injuries.

The luck which attended the men was emphasized by the presence on the spot of a physician, Dr. Gilbert S. Bovard, who had driven up to see the progress of the new road. He had been making calls and had his kit with him. He had driven as far as the road was passable. The other men, employees of the Rss Construction Co., who are working on the road, had followed close behind his car. After Dr. Bovard had turned his car and started toward Sierra Madre he glanced around just in time to see the other car go over the bank.

The auto rolled about 200 feet down the steep slope, turning over three or four times. The men were thrown out and Robb and Swanson managed to scramble to safety. Woods was probably injured early in the fall and rolled along in the avalanche of rocks and debris about 200 feet below where the car lodged. He was half buried when found.

The family of Preston Schwartz happened to be enjoying a holiday stroll near by. In company with Dr. Bovard, Tom and Billy Schwartz and the two injured men set to work to get Woods to the foot of the slope. There he was given emergency treatment. The Arcadia police department was notified and an auto was sent up to take him to the Monrovia hospital. It was a difficult task carrying the injured man without a stretcher to the nearest point an auto could reach. At the hospital Dr. Bovard reduced the dislocation and made a thorough examination which seemed to indicate that Woods had not suffered from internal injuries.

Doty Takes Up New Work Among Bakers

W. E. Doty left today for Chicago to begin active connection with the Washburn-Crosby Company of Minneapolis. He will be absent about four months and upon his return will take charge of the bakery service department of the company for the Western States.

This appointment carries recognition of Mr. Doty as one of the outstanding men of the bakery industry in the west. The field of work is a new one in which he will have a chance to do some pioneering.

Flour mills formerly catered chiefly to housewives for home baking, the commercial bakers taking about one-third of their product. Home baking has decreased to a point where commercial bakeries use about 75 per cent of the flour produced. Until quite recently the big mills have given no particular attention to the problems of the bakers, but the organization of the Bakery Service department is designed to reverse this.

Mr. Doty and the men under him will not be salesmen but will be merely expert advisers for all the bakers in their territory. He will organize a staff of assistants who will cover the Rocky Mountain and Pacific states. In addition to supervising them and making occasional trips over the territory, he will cover the Southern California field himself.

To take the new position Mr. Doty resigned his place as superintendent of the Franco-American Baking Co. of Los Angeles. His fellow employees presented to him a handsome white gold watch in token of their regard. He also was presented a handsome black leather

MRS. WILLIAMS CALLED TO REST

Mrs. Lydia Williams, a resident of Sierra Madre the past eleven years, passed away Saturday, Dec. 20. She was the widow of the late James G. Williams, who passed away only a few months ago. The untiring devotion with which she cared for him during his last years of ill health so undermined her own strength as to bring on her final illness. Mrs. Williams was a native of Milwaukee, Wis., where she was born in 1857. The family resided in Santa Barbara and Santa Monica before coming to Sierra Madre. She was of a quiet, retiring disposition, her only active work outside of her family circle being as a member of the Episcopal church. In addition to her daughter, Mrs. Victor C. Hill, she leaves two brothers, Charles Giese of Osborne, Kan., and Gustav Giese of Lincoln, Neb., and a sister, Mrs. John Schwartz, of Milwaukee.

Funeral services were held on Tuesday at the Church of the Ascension, where Dean Shaw read the impressive service, with appropriate hymns led by the choir. Interment took place at the Sierra Madre cemetery.

Masons Hold Installation Next Monday

Judge Dana R. Weller, past grand master of Masons in California, will be the installing officer for Sierra Madre Lodge No. 408, F. & A. M., next Monday evening, when the officers for 1925 will be inducted into office. Justus Kraft, past master of Southern California Lodge of Los Angeles, will be master of ceremonies.

All Master Masons residing in Sierra Madre, whether members of Sierra Madre lodge or not, are cordially invited by E. L. Yerxa, master of the lodge, to attend the dinner at 6:30 and the ceremonies which will follow. The dinner will be informal and there will be no admission charge for members or visitors. The dinner will be served by the ladies of the Eastern Star.

Donald C. Ashmore will be installed as master of the lodge. Harold E. Allen will be senior warden and James N. Hawks junior warden.

HANSON GIVES POINTERS ON CITY BUILDING

"Don't sell me your vacant lots in Sierra Madre unless you are perfectly willing that I shall double my money within the next couple of years.

"The best place to live is the place where all the people are doing everything in their power to make the rest of the people happy and prosperous.

"With its incomparable advantages, the square foot value of land in Sierra Madre is about half that in the recently promoted Town of Girard 30 miles from Los Angeles on the Ventura Highway.

These are a few of the thoughts expressed by Ole Hanson in the course of a rapid half-hour talk at the Tuesday luncheon of the Chamber of Commerce at the Sierra Madre Cafe. It was the first of the series and Attorney Robert Mitchell presided and introduced the former mayor of Seattle after the fine meal had been stowed away.

In the talk studded with gems of business philosophy, humor and common sense.

(Continued on Page Eight)

travelling case by the Southern California Society of Bakery Engineers. He has resigned the presidency of the latter organization but remains as vice president of the American Society of Bakery Engineers.

On Monday night Mr. Doty was the honor guest at a farewell party in the Parish house of the Episcopal church. A number of Los Angeles and Pasadena friends joined in the festivities, which included dancing, cards and delicious refreshments.

Bank Receives Visitors in Its New Quarters

Several hundred people accepted the invitation of the officers and directors of the Sierra Madre Savings bank to inspect the bank's new quarters. They were greeted by President and Mrs. Allen, Mr. and Mrs. C. S. Kersting, Mr. and Mrs. F. H. Hartman, Dr. C. W. Yerxa and C. W. Forman of the directorate. Punch and wafers were served by Mr. Allen's daughters.

The visitors were shown through the place by the bank's working staff consisting of W. H. Ingraham, cashier; Miss Mattie Seeley, assistant cashier, Mrs. Hall, Mrs. Allison, Mrs. Colligan and Archibald Jackson.

Enthusiastic approval was voiced by all on the attractive quarters secured by enlarging and rearranging the old building. Architect R. M. Finlayson was responsible for the design, while Contractor Frank M. Hildebrandt put the plans into execution. It was a difficult piece of work and was executed in a way to win the approval of the bank officials as well as the public. The cement work, including the new vault was the work of D. & J. Buchan. This vault will be devoted to the safe deposit department, giving double the amount of space to take care of the increasing demand.

The plastering was done by Contractor Frank Merrill, and is set off beautifully by a wide staff moulding around the ceiling. The painting was handled by A. M. Wheeling of the Sierra Madre Paint and Paper store, the artistic Tiffany decorating effects being applied for him by George Haggood of Grove street. The attractive brown mahogany furniture was supplied by the Niederer Co. of Los Angeles.

The occasion was an interesting one for many old timers who recalled the advent of Mr. Kersting as president of the old First National Bank in 1907, when he and H. G. Flint, now of Hynes, bought control. The capital was then \$25,000 and total resources around \$50,000, as compared with the present capital and surplus of \$58,000 and resources of nearly \$600,000.

First Social Announced by Hebrew Club

Members of the Hebrew Social Club of Sierra Madre have issued invitations for their initial social gathering to be held Sunday night in the Woman's Club house, beginning at 6:30.

The purpose of the newly formed club is to bring into closer relations the 40 or 50 Jewish families of the community. The affair of Sunday night will be informal and with admission charge. There will be various entertainment features and refreshments will be served.

The officers of the Hebrew Social club are: President, Louis Brown, 144 San Gabriel Court; vice president, H. Gitman, 317 N. Lima; secretary, Louis Rosen, 255 N. Lima; treasurer, A. Goldman, 60 West Laurel.

It is planned to raise a fund of \$17,500,000 for expansion of the University of Chicago during 1925.

With 28 telephones for each 100 people Omaha has more telephones, considering its population, than any other city in the world.

Paris will build 60,000 cheap homes for the poorer classes during 1925.

Mrs. Jay Davidson of New Orleans owns the "greenback" \$1 bank note No. 1 dated Aug. 1, 1862, the first of its kind ever issued.

Norway recently celebrated the 900th anniversary of the introduction of Christianity, in a small church which has been in use since that event in 1024.

Lame Beggar Is Arrested As Swindler

Charles E. Stock, a crippled mendicant who has been a familiar figure in this part of the state for some years, was taken into custody by the Santa Barbara police on Saturday and found to be worth a large sum of money, according to news reports in the Sunday papers. The Associated Press report says:

Santa Barbara, Dec. 20.—Arrested tonight after several complaints of obstreperous begging had reached police headquarters, Charles E. Stock, a cripple, giving his residence as 1546 Broadway, Los Angeles, carelessly tossed cash, checks and securities appraised at \$10,626 on a table before astonished officers.

Police watched him for some time cleverly soliciting alms. An automobile he asserts to be his, and in which he had driven to this city, was parked around a corner. In addition to cash on hand, he boasted that he is worth \$250,000. On his person, together with the cash and negotiable securities, were found a large number of deeds and mortgages, apparently representing large holdings.

Stock demanded the "best lawyer" and the "best doctor" in the city, and threatened a \$500,000 libel suit against any newspaper that published the story of his arrest. He will be held pending investigation.

Known in Sierra Madre

The arrest of Stock will interest a good many people in this vicinity who have had dealings with him. He drove an old Dodge car, and carried a wheel chair on the rear. When he struck town he would sometimes work the business section in his wheel chair, and sometimes on crutches.

Stock had a piteous tale of hardship and hard luck, used effectively a pair of big brown eyes with the look of a wounded animal, and had a variety of ways to separate the public from its money. Garage, board and printing expenses were always sought on credit and a number of merchants in this vicinity would be glad to testify as to his credit standing with them. They will not be especially surprised at his reported boast of being worth \$250,000, however different his tales to them when seeking help.

Mystery in Injuries to Mrs. Jenkins

Struck from behind as she was walking along the sidewalk on West Central near Park avenue, Christmas night about 8:30, Mrs. Aimee Jenkins of Windsor Lane was thrown to the ground with such force as to cause serious injuries to her face and body. It is thought the injuries, though painful, will not be permanent.

Various stories have been in circulation as to how the accident happened, but Marshal Udell is of the opinion that a man riding a bicycle collided with her. Mrs. Jenkins was too dazed to give a clear account of what had happened, but told of seeing a man with a red sweater pass by. Bicycle tracks and the marks and pool of blood where Mrs. Jenkins fell seemed to give the best clues for reconstructing the occurrence.

William Laidlaw, who happened to be passing in his car on the way to the park, discovered Mrs. Jenkins, being attracted by her cries as he drove along Central avenue. He took her into his car and drove her to the Sierra Madre hospital, where she was cared for by Dr. Groth. Marshal Udell made an examination of the scene of the accident and said there was no possibility of her being struck by an auto as current reports indicated.

It is said that tigers, which are really big cats, are afraid of mice.

LEARN ABOUT WOMEN FROM THIS BUNCH

Miss Hilda Johnson of Brooklyn is a deep sea diver at present employed by one of the largest wrecking firms in the country. She is probably the only woman engaged in this sort of work.

Miss Ruth Stedman sang for a radio broadcasting station in Memphis two years ago, her voice captivating D. M. Knox of Shreveport, La. He secured her address and began a correspondence, which resulted in their marriage recently.

Claims of Mrs. Peter Johnson of Worcester, Mass., that she served as a soldier in the Civil war and later as a sailor, are being investigated by the Red Cross.

Mrs. Margaret V. Poheek, aged 21, of West Somerville, Mass., is a minister of the gospel, wears her hair bobbed and is a thoroughly modern young woman of the best sort.

Mrs. Sophie Lyons Burke, former notorious woman criminal, who later reformed and became wealthy, left about \$200,000 in trust for the benefit of children of convicts, by her will recently probated in Detroit.

Mlle. Marcelle Guillon, awarded the title of champion seamstress of Paris, will receive a salary equivalent to \$2,500 a year.

Miss Sibyl Overton, declared to be the "prettiest woman physician in England," is the first of her sex to be appointed medical inspector of factory employees.

Mrs. Mary A. Vaitunaitis of Mahoney City, Pa., aged 101, made a six-hour automobile trip to attend the silver wedding anniversary of one daughter and the golden anniversary of another, in Atlantic City, New Jersey.

Rose Fete to Uphold Name Of Pasadena

On the eve of completion of plans for the 36th Annual Tournament of Roses, Harry M. Ticknor, chairman of the parade committee, announces he is satisfied that the traditions of this organization, now entering its second generation of life, will be fully borne out on New Year's morning at 10:30.

When the entrancing column rounds into Colorado from Orange Grove at that hour, not less than 100 decorated float entries carrying literally millions of California's choicest garden and hot house blossoms will begin their measured course over the five mile parade line.

American Legion insignia, colors of Notre Dame and Leland Stanford Junior Universities, surrounded by National colors, will be the decorative motif in street decoration and building and store fronts along the line of parade will be festooned with seasonal greenery and blooms to which will be added a profuse display of flowers in shop windows, a mark of esteem and honor to James A. Drain, National Commander of the American Legion, who will review the parade from the Hotel Maryland grandstand and there bestow the Drain cup to the most beautiful entry in the American Legion division, which heads the parade.

Stanford-Notre Dame will kick off at 2:15 in the Rose Bowl. All seats were sold a week ago.

Besides Commander Drain, former National Commander John R. Quinn, State Commander Nathan Coombs, will assist in reviewing the parade. Grand Exalted Ruler John G. Price of Columbus, Ohio, national head of the Elks, and other national officers of the B. P. O. E., including several Pasa Grand Exalted Rulers, will also be personally honored guests of the Tournament.

MR. BRINK PASSES AWAY
W. H. Brink of 343 North Lima street, passed away today (Friday) after a long illness. Funeral services will be conducted by Dr. W. A. Tate Saturday afternoon at 3 o'clock, in the Grant undertaking parlors.

Community Tree Draws Huge Crowd

In spite of the cold which was strongly suggestive of an eastern Christmas, a great throng turned out last night for the Community Tree celebration in the city park. The beautiful tree, with its vari-colored lights, surmounted by the sparkling star, was a thing of beauty not soon to be forgotten.

More than 500 stockings, filled with candy, nuts, fruit and popcorn balls, were distributed by Santa Claus Ray Grant, according to Chairman A. M. Udell of the Firemen's club committee. On account of the cold there was no attempt to carry out the program, but the crowd had a merry time watching the procession file past Santa and his fireplace by the tree and mingling around the two huge bonfires.

The tree was the gift of the Beverly Hills Nursery Co. and is a large Cypress from the Huntington Hill Tract near San Marino. It is such a tree as would bring about \$350 in the market. The only cost to Sierra Madre was the expense of \$50 for moving the tree, which was met by voluntary gifts. G. S. Keys and Adams Mueller were the committee in charge of procuring the tree. It will remain permanently in its commanding position south of the park house and will be used from year to year.

The tree illuminations were the work of Walter Ropp of the Sierra Madre Electric company, Mr. Farman, the proprietor, also contributing the wiring for the beautiful star which was made by the Sierra Hardware company from designs by Architect R. M. Finlayson. E. D. Topping had general charge of the decorations.

Two score beautifully filled baskets were distributed by the committee representing the Firemen's Club. The baskets were prepared at the Woman's Club house under direction of Miss Elizabeth Steinberger and Mrs. E. C. Barker, municipal nurse. The stockings made by the Campfire Girls were filled by Mmes. House, Gregg, Henderson and Udell. It was estimated the baskets would bring Christmas cheer to at least 111 individuals in the families provided for.

PAGEANT WILL BE REPEATED SUNDAY NIGHT

Probably the finest and most beautiful example of pageantry ever seen in Sierra Madre was that presented Sunday night in the Congregational church, when the story of the first Christmas was presented under direction of Mrs. J. Glenwood Jones. The church was packed long before the service began. So many people were turned away and so great has been the demand for a repetition for the benefit of those who could not see it the first time that the pageant will be repeated next Sunday night.

Costumes conforming to paintings by Fra Angelico, and beautiful lighting effects made the pageant a succession of beautiful pictures. Personality was entirely subordinated and for that reason the names of performers have been kept in the background until after the performance. The speaking parts, consisting chiefly of scriptural and poetical quotations, were brief but given with splendid effect.

The best possible testimony to the effectiveness of the pageant was the atmosphere of absolute attention and reverence which prevailed throughout. Even the little tots seemed to catch the spirit of wonderment and awe.

Out of consideration for those who were disappointed last Sunday night, it has been requested that those who have seen the pageant yield their seats next Sunday night. Even with this provision, it will probably be necessary to come early to be sure of getting into the church.

Christmas & New Year's Special Excursion Fares



Take advantage of these low fares in going away for your holiday—to any point where the one-way fare is \$20 or less. For example—

LOS ANGELES, SANTA BARBARA
MONTEREY, SAN FRANCISCO
SACRAMENTO

On sale—for Christmas—Dec. 19-25, inc. On sale—for New Year's—Dec. 30-Jan. 1. Return limit on each—Jan. 5, 1925.

And you'll like Southern Pacific dining car service—highest quality food deliciously prepared and served at your accustomed meal time.

For train schedules and further information, ask

Southern Pacific

F. S. McGinnis, Asst. Pass. Traffic Mgr., P. E. Bldg., Los Angeles, Cal.
G. E. MESECAR, Local Agent

Pacific Electric Station



CURRENT ATTRACTIONS AT PASADENA THEATERS

GIRLS ASSIST IN GOOD WORK OF CHRISTMAS

Under the leadership of Mrs. Milton Steinberger as Guardian, the Sierra Madre Campfire Girls put in a very active and helpful holiday season. They held a very successful Christmas sale. They made \$20, of which \$10 went to the Children's Orthopedic hospital as a gift.

Last Saturday they were very busy getting the Christmas stockings ready for the Community Christmas tree.

On Monday Mrs. Steinberger drove Mary Wark, president; Elizabeth Butsch, secretary; Elizabeth DeTemple, Elizabeth Manning and Hazel Udell to the Soldiers' Home at Sawtelle, where they helped decorate the wards in connection with many other Campfire units.

TREE PARTY HAVE ANNUAL FREE PARTY

The annual Canyon Christmas party held Tuesday at the S. M. Fetsel home was enjoyed hugely by old and young. Under the evergreen tree, which Santa Claus had trimmed, hot coffee and doughnuts were served. These, together with the bonfire, helped to warm the hearts of all. The crowd left in the best of spirits, feeling grateful to the host and hostess, who in this way added to the Christmas cheer of the Canyon neighborhood.

NOTICE OF FILING OF ASSESSMENT

FOR THE IMPROVEMENT OF A PORTION OF ALEGRIA AVENUE IN THE CITY OF SIERRA MADRE, CALIFORNIA, AS CONTEMPLATED BY RESOLUTION OF INTENTION NO. 174 AND OF THE TIME AND PLACE OF HEARING AS TO SAID WORK AND ASSESSMENT.

Pursuant to statute, notice is hereby given that the Superintendent of Streets of the City of Sierra Madre, California, having made an assessment to cover the costs and expenses of the improvement of portions of Alegria Avenue as contemplated by Resolution of Intention No. 174 passed by the Board of Trustees of said City on the 13th day of March, 1924, filed the same in my office on the 18th day of December, 1924.

I hereby fix Thursday, the 15th day of January, 1925, at the hour of 8 o'clock P. M. as the time, and the Council Chamber of the Board of Trustees in the City of Sierra Madre as the place, when and where all persons interested in the work of said improvement or in said assessment will be heard by the said Board of Trustees. Property owners, the contractor or his assigns, and all other persons interested in the said work or the said assessment, feeling aggrieved by any act or determination of the Superintendent of Streets or the City Engineer in relation thereto, or who claim that the work has not been performed according to the contract in a good and substantial manner, or who claim that any portion of the work was for any reason omitted or illegally included in the contract for the same, or having or making any objection to the correctness of the assessment or diagram, or other act, determination or proceeding of the Superintendent of Streets or City Engineer shall, prior to the day fixed for the hearing on the assessment, appeal to the said Board of Trustees by briefly stating in writing the grounds of appeal.

For a description of said work reference is hereby made to the above mentioned Resolution of Intention.

L. DIETZ,
City Clerk of the City of Sierra Madre, California.
Dated this 18th day of December, 1924. 13c14

You'll Like the Home Cooking

which distinguishes our MEALS and DELICATESSEN

Special Luncheon or Dinner Daily—65c

Sunday Chicken Dinner 75c 11 a.m. to 2 p.m.

WISTARIA TEA ROOM

Black 183 78 West Central

MYSTERY MAN IS SOUGHT BY DOG OWNER

Editor Sierra Madre News, Dear Sir: The people living on East Mira Monte avenue and in that locality would like to know who the individual was who stopped in front of a house No. 102 about two weeks ago and called a young dog to the sidewalk and gave it something to eat. When the owners of the dog saw it and ran to the door and frantically called the dog in, thinking the man was the dog poisoning fiend, he looked up, laughed and took a pencil and paper and wrote something and passed on. The owners of the dog immediately put the dog through heroic antipoinson treatment and did not see any effect of poison.

There have been so many pets poisoned in this vicinity that the people are very much concerned regarding the safety of their dogs. At great inconvenience to themselves and the animals they keep a diligent watch to keep them off the streets and on their own premises. Notwithstanding all that, very highly-prized dogs have been poisoned within their own inclosures.

The person above referred to wore a long rain coat and a slouch hat. He may have been a lover of dogs and admired the one referred to and only wished to show his friendliness for the animal. If that is so he would confer a favor upon the people by making himself known to them.

Yours very truly,
A. BAYNE.
MRS. HAINES CAL. PIONEER PASSES AWAY

Mrs. Eugenia Viola Haines passed away on Christmas morning at the age of 80, bringing sorrow to a wide circle of friends. She was the mother of Mrs. S. E. McMillan and Mrs. Henry T. Fennel, and the widow of the late Commodore Rufus T. Haines. Her husband was one of the pioneer builders of telegraph lines on the Pacific coast, and afterwards Los Angeles manager for the Western Union and Postal Telegraph companies.

Mrs. Haines was born in Angola, Ind., March 10, 1844, and came to California in 1857, residing first in the old Southern mine country when gold mining was at its height. Mr. and Mrs. Haines came to Los Angeles in 1871 and remained there until the death of Mr. Haines. Since that time she has made her home with her daughters, both there and in Sierra Madre.

Funeral services will be held Saturday morning at 10 o'clock, in the Grant funeral parlors. Interment will take place in the Odd Fellows cemetery, Los Angeles.

6½% Money for Homes in Sierra Madre

The Mortgage Guarantee Company of Los Angeles (strongest mortgage insurance company in the United States outside New York City, with resources of \$30,000,000.00)

is prepared at all times to consider applications for building loans, and new or re-placement loans on residential properties.

Loans of this type are made in amounts of \$2,000 to \$8,000 (not to exceed 50% of our appraisal values,) for a term of fifteen years, secured by first trust deeds, and reducible at the rate of 3% semi-annually, with privilege of re-payment without bonus after three years.

Loans are also made on well-located courts, flats, apartment, and business properties.

Applications accompanied by the necessary information will be given prompt attention.

C. W. COLLINS
Local Representative
341 N. Auburn Ave.
Sierra Madre

VALLEY VISTA PARK

lots in the new FRANK MELINE Company Subdivision for sale by

Sierra Madre Realty Co.

Mrs. G. B. Neutzel
Main 182 31 N. Baldwin

Kaptain Klean Says—

MAY THE NEW YEAR hold in store for you and your family the best of Health and an abundance of Happiness and Prosperity.

We sincerely appreciate the good will that has made possible our pleasant business relations during the past year, and trust that the same may continue for years to come.

Sierra Madre Tailors AND DRY CLEANERS

Blue 194

W. E. CRAIG

14 West Central

Save \$30 on a Set of GOODYEAR CORDS

5 semi-balloons, all-weather tread for 32x4 rims. One of the set never used, the other four run only 200 miles—

Only \$106 for the set

NORM'S GARAGE

N. V. MORRISON

Black 164

22 E. Montecito

YOUR MOTOR will run better on the

new winter



You have no doubt already tried getting a cold motor to start—now try a tankful of the new winter "Red Crown" and you'll get quick-starting action at once!

Quick starting! Fast acceleration, 100% power—nothing sacrificed.

At all Standard Oil Service Stations and at dealers—anywhere you see the red, white and blue pump.

STANDARD OIL COMPANY (California)

IN EVERY WAY A

better gasoline

Quick starting 100% power

TO OUR MANY FRIENDS---

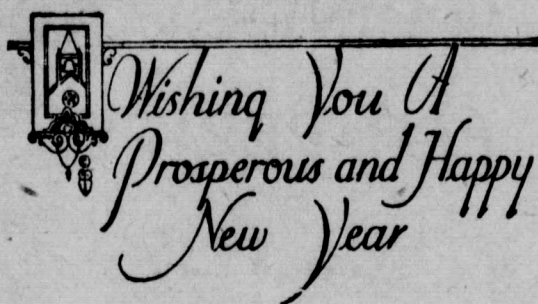
We take this opportunity of extending our sincere thanks for your patronage and support during the year now drawing to a close, and we wish you all a prosperous and

HAPPY NEW YEAR

SIERRA MADRE HARDWARE CO.

Main 98

DON'T FAIL TO READ THE WANTADS FOR FREE TICKETS TO THE WISTARIA



J. F. SADLER & CO.

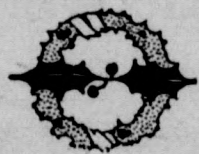
Dry Goods

5 Kersting Court.

Black 85



and hearty thanks for the
patronage of the past



WOODSON F. JONES

Main 182

31 N. Baldwin

WINTER TOGS Bargains

Hosiery
for men, women and children

Underwear
for men and boys

**Hiking
Work Clothes**
for men and boys

Dress Pants
for men

Shirts, Collars, Ties
for men and boys

**All at Less than Los
Angeles Prices**

Pressing and Cleaning

Open Evenings

**SIERRA MADRE
BARGAIN STORE**

MAX SILVERMAN

Blue 184

20 W. Central

Mulholland Highway to Be Dedicated

Plans for one of the most comprehensive and spectacular celebrations that Southern California has ever seen, which will take place at Calabasas and Hollywood, Saturday, December 27, in connection with the opening of the Mulholland Highway, are being completed this week, it was announced yesterday by Edward W. Rowland, director general of events, who has opened headquarters of the Mulholland Festival association in the Guaranty building in Hollywood.

The celebration is to be given for the board of public works of the city of Los Angeles under the auspices of the Los Angeles Chamber of commerce, the Automobile Club of Southern California, the Hollywood Chamber of Commerce and the Associated Chambers of Commerce of the San Fernando valley, assisted by other civic organizations. All of the towns in San Fernando valley are cooperating to help make the occasion a memorable one.

Starts at Calabasas

The first part of the festival program will be held at Calabasas, beginning in the morning at 11 o'clock when a wild west performance and rodeo will be staged by the world's greatest riders and ropers under the direction of Tom Mix. Other novel features are being arranged for this part of the celebration, which will include one of the most spectacular aerial demonstrations ever witnessed in this state, with more than 50 military and civilian airplanes participating.

The route from Calabasas pass to Calabasas over Ventura boulevard will be under a continuous canopy of flags and a series of triumphal arches. Cars going to Calabasas in the morning will follow that highway and return in the afternoon will be over the new scenic Mulholland drive. Carl McStay, field secretary of the Automobile Club of Southern California, is chairman of the committee which will have charge of traffic arrangements. The Los Angeles police department and the county traffic patrol will furnish hundreds of traffic officers to direct and control traffic and prevent congestion.

Windup in Hollywood

The celebration in Hollywood will begin at 1 o'clock with a mammoth parade on Hollywood boulevard, in which large detachments of military and naval forces, civic bodies and hundreds of moving picture notables will take part. From Fort McArthur several pieces of heavy coast artillery will be transported to Hollywood and placed on exhibition on Vine street. Sixteen bands will participate in the parade.

At 2:30 o'clock a remarkable feature entertainment will be given in the Hollywood bowl, in which theatrical stars and motion picture stars and artists will take part. A feature of this entertainment will be the dropping of showers of roses in the bowl by squadrons of airplanes.

Great Boon to Traffic

The Mulholland highway, with its ultimate length of 55 miles and present length of 33 miles, is not only unsurpassed as a scenic drive in America or Europe, but has been developed as a key motor highway to break the barrier presented in the past by the Hollywood hills between the great San Fernando valley, Altadena, Pasadena, Santa Barbara and the northern part of the state on one side, and the area south of Los Angeles on the other.

It makes a circle drive from any point in Los Angeles proper over Mulholland highway to the Ocean highway and back by Beverly boulevard; or another circle driveway over the Mulholland highway to the sea through the Santa Clara valley, the Santa Susanna Pass and back through the arteries of the San Fernando valley, via Flintridge and Pasadena, a mountain and foothill drive of approximately 135 miles without a break.

With its 15 cross-canyon drives it brings all points north of Los Angeles within easy and pleasant driving distance of the heavily developed area to the south without making it necessary for motorists to pass through the congested districts of the city. The man in San Diego can drive 160 miles north on the Ocean highway to its junction with the Mulholland highway and from there tap any point in Los Angeles or the north country without passing through the city streets.

The duplexes 377 and 379 on Sycamore Place, owned by Mrs. Bennett, have changed ownership to Mrs. Lela Roulette of Virginia. Mrs. Roulette is an artist of creative ability, recently taking a prize in a foreign competition. The present owner will improve the property by re-decorating the exterior and interior.

Many Presents Seeking Owners At Club Office

Christmas presents that are lost during hurried visiting at the holiday time may be found and the owner not know about it, according to reports from the lost and found department of the Automobile Club of Southern California. Statistics show that the few days following Christmas reach the peak of the year for lost articles. Frequently cherished gifts disappear and there is mourning ever after.

Through the highly organized system of the Automobile Club of Southern California hundreds of lost articles are restored to their owners, so the club advises if some of Santa Claus' donations are lost during the holiday season that its lost and found department be consulted before the owner gives up as gone forever the missing present.

Mr. and Mrs. Lauber of 120 Auburn avenue, are the parents of a baby boy, Edward Lee Lauber, born Dec. 21, at Sierra Madre hospital.

PASADENA THEATRES AT A GLANCE

Starting Saturday:

Raymond—Dante's "Inferno," and Fanchon and Marco presentation.

Pasadena—Vaudeville and "Christine of the Hungry Heart."

Starting Sunday:

Strand—"The Dixie Handicap."

Florence—"Find Your Man," with Rin-Tin-Tin.

Starting Monday:

Pasadena—Barbara LeMarr and Lytell in "Sandra."

Ending Saturday:

Strand—Thomas Meighan in "Tongues of Flame."

Florence—"Sundown."

Ending Sunday:

Pasadena—Vaudeville and "Christine of the Hungry Heart."

New Year's Eve:

Pasadena—Feature preview and vaudeville.

NOTICE OF AWARD OF CONTRACT

Pursuant to Statutes and to the Resolution of Award No. 224 of the Board of Trustees of the City of Sierra Madre, adopted November 26, 1924, directing this notice, notice is hereby given that said Board of Trustees in open session on the 23rd day of October, 1924, publicly opened, examined and declared all sealed proposals or bids offered for the following work, to-wit:

BALDWIN AVENUE

between a line drawn twelve feet (12) northerly from and parallel with the southerly line of Carter Avenue and the Northerly line of Live Oak Avenue, including all intersections and terminations with all intersecting and terminating streets, be improved by the construction of cement sidewalks except where cement sidewalks have already been constructed and are now to the official line and grade of the streets, as shown on Special Improvement Plans hereinafter referred to.

That all of the work aforesaid shall be done in accordance with and to the grades shown on Special Improvement Plans, Profiles and Cross-sections No. 111 on file in the office of the City Engineer of the City of Sierra Madre and in further accordance with Special Specifications for said work on file in the office of the City Clerk of said City, adopted by the Board of Trustees of the City of Sierra Madre by Resolution No. 202 of said City. Said Special Improvement Plans, Cross-Sections and Profiles and Special Specifications are hereby referred to for full and detailed description of said proposed work or improvement, and for the description of the grade to which the work is to be done and are made a part hereof.

The said Board of Trustees also determines and declares that serial bonds bearing interest at the rate of seven (7) per cent per annum shall be issued to represent each assessment of Twenty-Five (25) Dollars or more remaining unpaid for twenty days after the date of the warrant. Said serial bonds shall extend over a period ending nine (9) years from the second day of January next succeeding the fifteenth (15) day of the next November following their date. Payments on the principal of unpaid assessments and interest shall be made by property owners to the City Treasurer and the same shall be disbursed by him, all as provided in the said "Improvement Act of 1911."

That the proceedings for the aforesaid improvement shall be had and taken under and in accordance with an Act of the Legislature of the State of California designated and known as the "Improvement Act of 1911," approved April 7, 1911, and under all Acts supplementary thereto or amendatory thereof.

And thereafter, to-wit: On the 26th day of November, 1924, said Board of Trustees awarded the contract for said work to the lowest, regular, responsible bidder, to-wit:

To Evans and Turner, per W. M. Evans at the prices named for said work in their proposal, on file, to-wit: 23 1/4 cents per square foot of sidewalk.

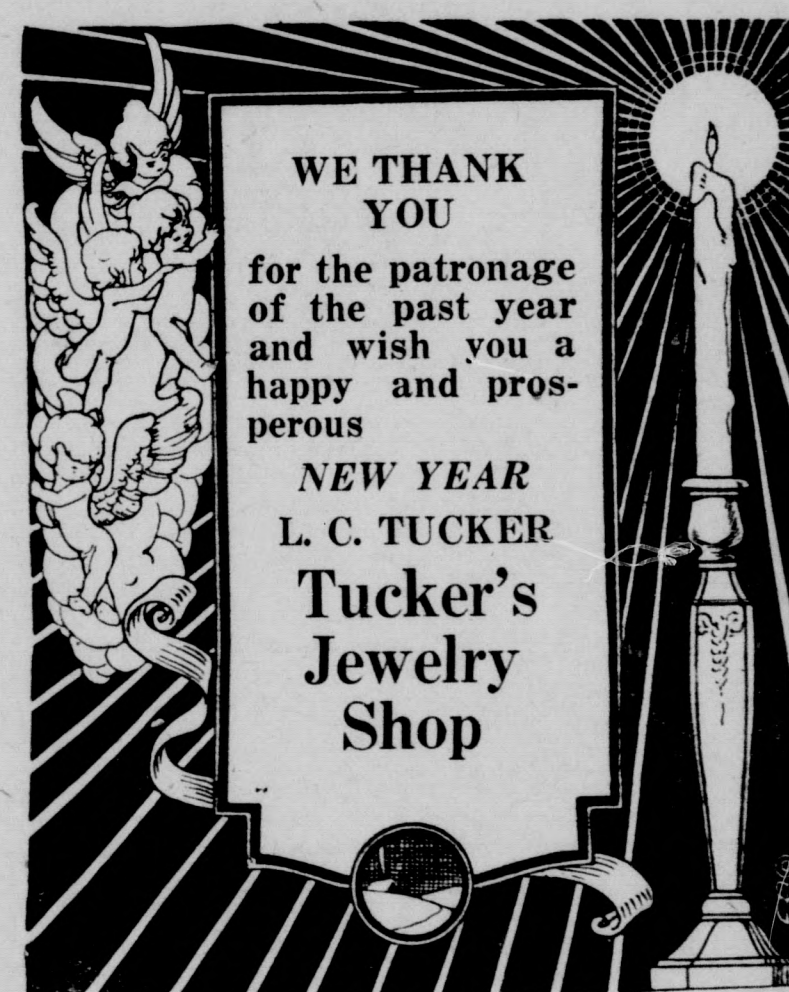
L. DIETZ, City Clerk and Ex-Officio Clerk of the Board of Trustees of the City of Sierra Madre, California, December 17th, 1924.



—may it be happy and prosperous for you and bring a continuance of our pleasant relations of the past.

G. I. FARMAN

SIERRA MADRE
ELECTRIC CO.



**WE THANK
YOU**

for the patronage
of the past year
and wish you a
happy and prosperous

**NEW YEAR
L. C. TUCKER
Tucker's
Jewelry
Shop**

GEO. A. OSWALD

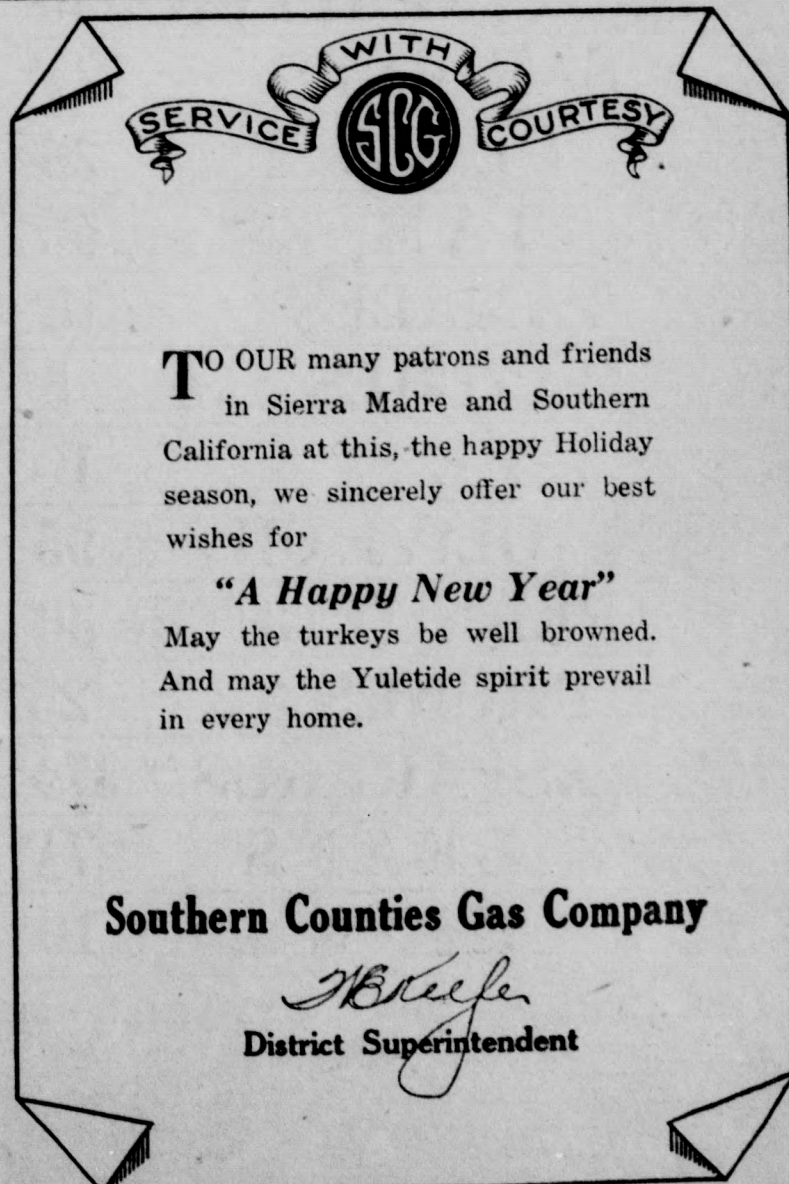
REAL ESTATE, INSURANCE, LOANS
RENTALS, EXCHANGES

6 North Baldwin Avenue

Phone Office Blue 100.

Residence Green 114

Try Our Wantads for Results



TO OUR many patrons and friends in Sierra Madre and Southern California at this, the happy Holiday season, we sincerely offer our best wishes for

"A Happy New Year"

May the turkeys be well browned. And may the Yuletide spirit prevail in every home.

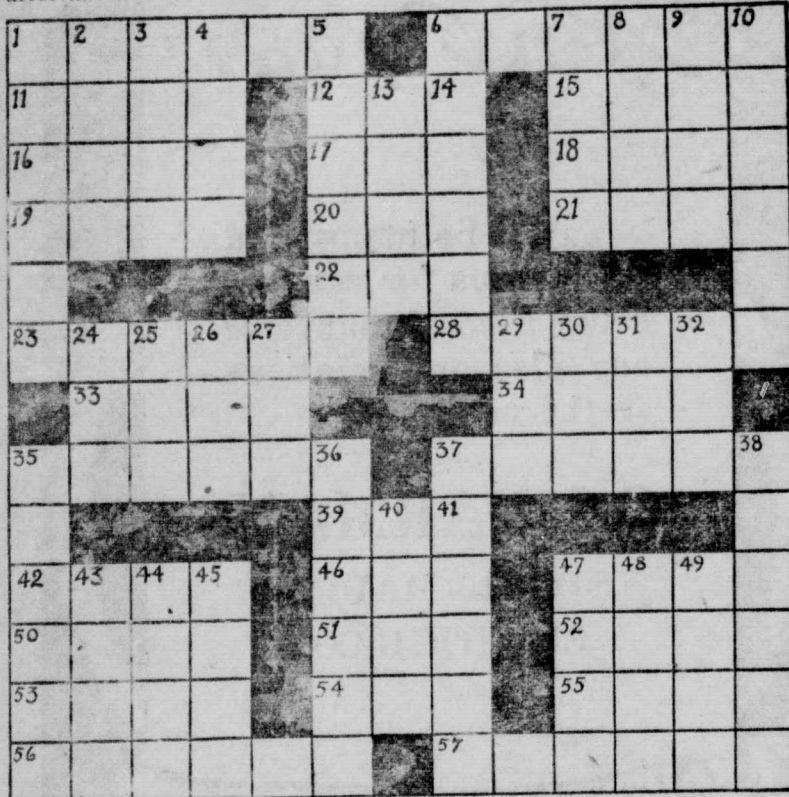
Southern Counties Gas Company

J. B. Keefe
District Superintendent

Try Our Wantads for Results

CROSS-WORD PUZZLE No. 3
"THE FOUR ANGLES"

Here's a dandy puzzle for beginners and for old hands at the game. Several unkeyed letters, but only one technical name and one abbreviation. These facts and its all-over interlock make it not such a hard one after all.



(Copyright, 1924.)

Horizontal.

Vertical.

1—Together
6—Says
11—Roman tyrant
12—Decay
15—Article of apparel
16—Blow of a horn
17—Anthropoid
18—Comfort
19—Hotels
20—Small green vegetable
21—Source of lumber
22—Finish
23—Peril
25—Wishes for
26—Prepare for table
27—Disorder
28—Kind of dog
29—To scoop out
30—Girl's name
42—Plot of ground
43—Conveyance
47—To exchange
50—To cheat
51—United (abbr.)
52—Free of defects
53—Story
54—Observe
55—Golf club
56—Heavy hammer
57—Rented

1—Unfastened
2—Element in air
3—Metal
4—Small children
5—Dealer in cloths
6—Firm
7—Encourage
8—Rip
9—Other
10—Horses
13—Enclosed
24—One
25—Negative
26—Obtained
27—Earn
28—Organ of head
30—Part of verb "to be"
31—Primary color
32—Old horse
35—Begins
36—Make over
37—Fox trotter
38—To let loose
40—Weathercock
43—Fuel
44—Acted part
45—Earned
47—Part of leg
48—Superfluous growth
49—Wood of the agalloch plant

The solution will appear in next issue.

Solution of Puzzle No. 2.

CENTRAL BASSO
ALERT CELIOR
BURY JELLY SO
ADO FULLY LEA
LE BADLY SEAS
A DRUGS DEALT
PEASL SEERKS
STANT SLEDSS
LAND STEMS TO
ITS HARES SOL
ME TULIP LOUD
E BICEP FALSE
EEKS LADDER

ASTHMA

A demonstrative treatment and individual instruction how to relieve and cure yourself—no drugs. With the first treatment you get an exhaling and vibration apparatus (German invention), all for \$5, but you have to call in person at the institute 485 S. Madison Ave., Phone Colo. 4380, Pasadena. Bring this ad along.

HAPPY NEW YEAR

and better service than ever in our new shop in the Bank building. Langley's Barber Shop. c13

SIERRA MADRE NEWS

Published by
THE SIERRA MADRE PRESS, Incorporated
Telephone Black 42
GEORGE B. MORGRIDGE, Managing Editor

Entered as second class matter at the post office at Sierra Madre, Calif., under the act of March 3, 1879

EDITORIAL COMMENT

HINT FROM CITY TO MERCHANTS

The following editorial from the Tacoma News Tribune shows the views of that newspaper on a problem that is confronting the merchants of all the smaller cities and the towns of the country:

In the days of dirt roads and horse-drawn vehicles farmers usually traded at the towns nearest to them. Merchants in those towns could count on a certain amount of trade without any advertising effort on their part. If they kept a proper supply on hand, that was about all they had to do to hold trade.

The coming of the automobile and paved highways is changing this. Farmers with motor cars frequently follow the paving to do their buying. They may go much farther than they used to drive. Frequently they may pass through the towns that formerly had their trade and seek instead of the nearest big city with its huge department stores.

This need not mean the passing of the small town store. It will mean, however, that storekeepers in such towns have got to make a greater effort to attract and hold their farm customers. They will have to advertise their goods over a wider area and spruce up their stores to meet the competition of numerous other towns of the same size, as well as of the nearest metropolis.

Improving the service they give, the quality and assortment of goods and their advertising methods, will cost money, but experience shows that a wise expenditure of money for such purposes nearly always means steady business gains. The automobile and the paved highway can be the small community's best friend if residents and business men handle their problem right.

WHY THE DIFFERENCE IN SPIRIT

Why is it that we remember some towns and seem to forget others, asks Southern California Business, official magazine of the Los Angeles Chamber of Commerce. Why is it that the spirit of some small communities seems to follow us while another city more pretentious in size and perhaps better located, failed to impress us?

Perhaps the larger place presents a better appearance, perhaps it has better buildings, and is represented by greater wealth, but it makes no particular impression on us while some other locality—perhaps not a very pretty place—ever re-occurs to us and we seem to have a feeling of wanting to go back to it.

What is the difference?

This is the difference. One place has a warm, responsive spirit. In the other place the spirit seems to have died out or is fast dying out. One perhaps has had a day of warmth and friendship and charity to other communities but some way has slipped back into a state of complacency and is rapidly losing the warmth of former years.

The other town is alive with a spirit of charity and good will and pride in its own being, that we misname "boosting."

The trouble is that we too frequently mistake the word boosting for boasting. Boosting is never becoming. Boosting is irresistible, forgivable and admirable. Boosting means that a citizen always has a good word for his neighbor town and just as good a word for his own town. He resents any injurious comments made on the neighboring town and still more resents such remarks when directed against his own town. He himself will not say a discrediting word about his community nor will he allow anyone else to do so.

The booster is one who discredits another community and who makes over-extravagant claims for his own. He is one who is known at all times to be unfair and whose words do not carry conviction. The booster is known to be fair-minded and you believe what he has to say about his own town because you can believe what he has to say about other communities.

So we have the self-complacent town that we easily forget, the booster town that we want to forget, and the booster town that we can't forget and don't want to forget.

THE TAX ON READING MATTER

Drastic increases on all classes of postal rates except on letters is proposed by Postmaster General New to take care of prospective raises in the salaries of postal workers and reduce deficiency, amounting last year to over \$40,000,000, greatest in the history of the department.

Greatest objection will be voiced over the proposed increase of newspaper postage, which, according to the postmaster general's recommendation, will be more than 30 per cent. These rates were more than doubled during the war, with the understanding that they were to be reduced at the close of hostilities, but there has been no reduction, and now comes the suggestion of another drastic increase.

This will mean more general curtailment of newspaper and magazine circulation, since the postage to the higher zones will make a prohibitive subscription price, especially for the great dailies and the popular magazines, and the outcome probably will be a slight increase of revenue to the government. Weekly papers, such as the News, derive little revenue from subscriptions outside of the county where they are published, and it is probable that all of them will be obliged to add at least fifty cents to the subscription price to subscribers outside of their im-

HERE'S TO YOUR
HAPPINESS AND
PROSPERITY
FOR 1925

M. D. WELSHER
CENTRAL MARKET

Meats Main 97
Groceries Main 6

Central and Baldwin

TOURNAMENT of ROSES

Pasadena, Thursday, Jan. 1

FLORAL PARADE

10:30 A. M.

FOOTBALL

STANFORD vs. NOTRE DAME
Rose Bowl Stadium, 2:15 P. M.

START EARLY—AVOID
LAST MINUTE RUSH

Pacific Electric Railway

In All the World's History

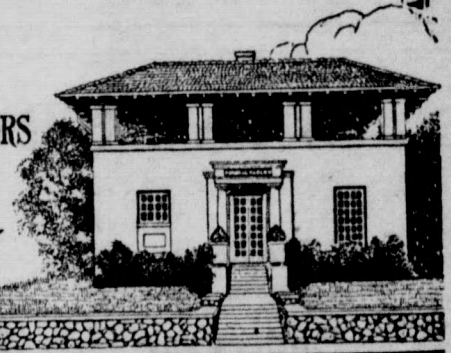
there was never a date that approached in importance that great event that we celebrate each year on December 25th. For when God so loved the world that he gave his only begotten Son, it is fitting that that great Birthday be most reverently observed.

GAY FUNERAL PARLORS

Ray A. Grant - Mgr.

Phone Main 93

"Lady Assistant"



6 GALS. GAS 75c

GOOD GAS, TOO

Ask for MOTONE to add pep—
free this month

W. M. MUNRO

Wistaria Service Station
42 North Baldwin

The L. W. Blinn Lumber Co.

HIGH GRADE BUILDING MATERIAL

Rough Lumber, Finish Lumber, Cement, Lath, Plaster
Wall Board, Sash, Doors, Roofing, Hardwood Floors Laid

FREE PLAN SERVICE

Main 23

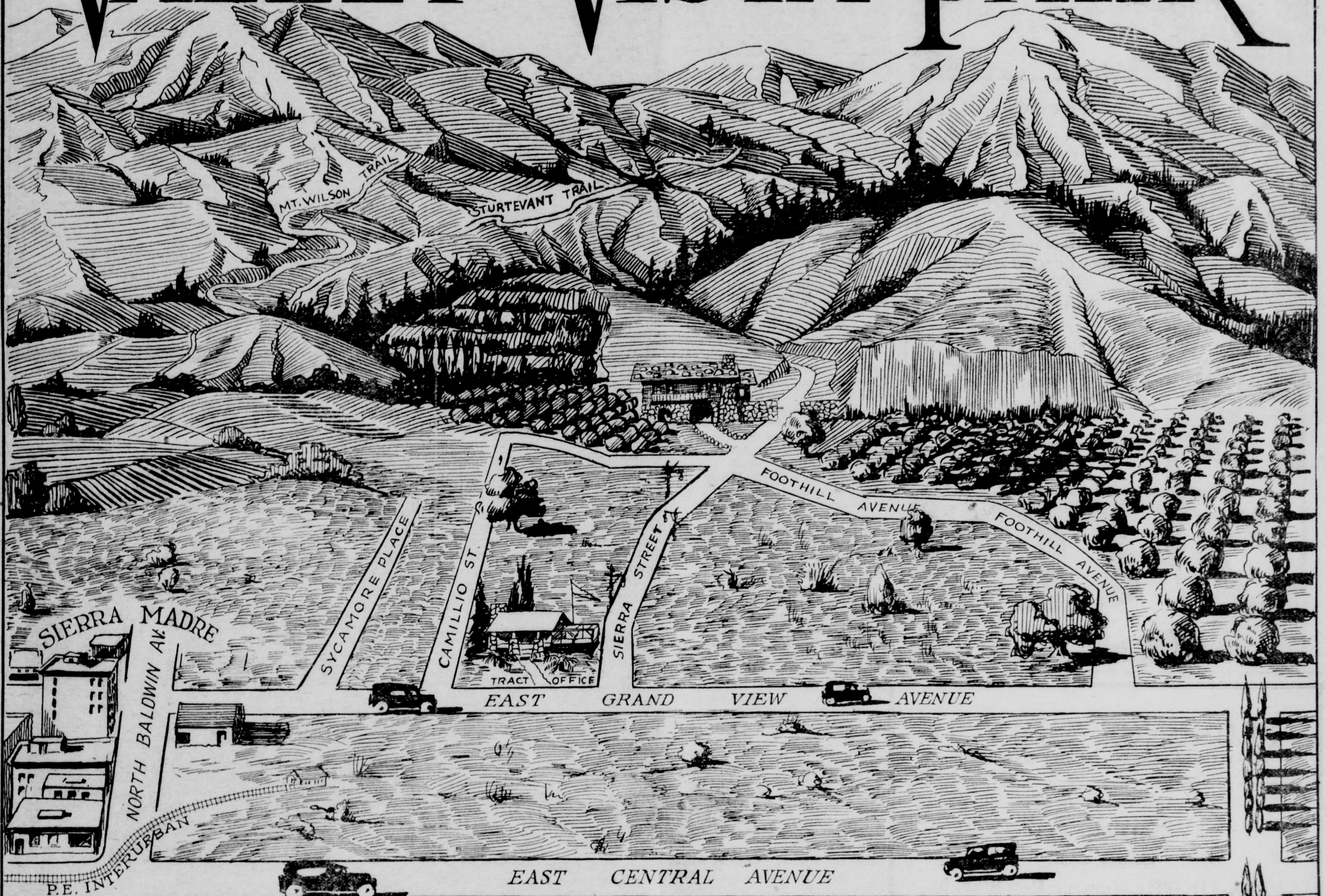
East Montecito Ave.

mediate zone. This will curtail the value of the home newspaper as a publicity agent.

There are few who will approve of an unfair tax on family reading matter, and it would seem that a continued deficiency in postal receipts could be borne by the general government to better advantage than to deprive the people of the privilege they now enjoy.—Hemet News.

72	Chaffees	72
Stores	WHERE CASH BEATS CREDIT	Stores
Knox Gelatine	19c	
Libby's Mustard, 8-oz. jar	12½c	
Red Mark or Golden Age	MACARONI 2 Pkgs.	15c
Del Monte Yellow Free	PEACHES No. 2½ Can.	25c
Del Monte No. 2½ Sliced	PINEAPPLE	30c
Booth's 15-oz. Oval	SARDINES	12½c
Record Light Meat	TUNA ½s	20c
CHAFFEE'S 2½-lb. Crocks	JAM Apricot Peach, Fig	50c
IX L BONELESS	TAMALES	15c
OHIO Red Label	MATCHES BOX	5c
Hooker's High Test	LYE Can.	10c
Chaffee's High Grade Imported	OLIVE OIL Qt. Can	95c
Beechnut 10½-oz. jar	PEANUT BUT'R	30c
Santa Clara 60-70 Size	PRUNES 3 lbs.	25c
Del Monte or Libby's Mam.	ASPARAGUS No. 2½	37½c
Lakeside Fancy Refugee Stringless	BEANS	27½c
Golden Dates, lb.	12½ White FIGS, lb.	10c
Rib Boil	10c Legs of Pork	23c
Pot Roast	15c to 17c Legs of Lamb	35c
Rump Roast	20c to 25c Bacon in piece	30c
Fresh Hamburger	15c Eastern Bacon, in piece	40c
Pork Sausage	25c Armour's Star Hams, whole or half	32c
Pork Roast	18c to 28c	

VALLEY VISTA PARK



Sierra Madre

SIERRA MADRE'S peculiar charm has been felt and praised by nearly every one who ever lived or visited here. Many factors combine to make the charm potent—the sense of exaltation in life on the heights; the invigorating air, kept pure by the currents moving constantly up and down the slope; the feeling of intimacy with the nearby mountains; the ease with which a love for outdoor life and recreation is gratified; the conveniences of the city with all the joys of life in the country. It is as a home community that Sierra Madre claims pre-eminence.

Everything grows well here. No community has higher type of citizenship. Socially and morally Sierra Madre ranks high. There is a cosmopolitan population recruited from all over the world. Sierra Madre has made rapid progress in the movements of civic beauty, with clean streets and beautiful homes and gardens. Public health is scrupulously guarded.

Builders – Money 3% Interest

As a special inducement to builders—to the first four who purchase lots and build according to restrictions we will loan money at 3% per year for three years.

ASK US ABOUT THIS

Happy New Year

MAKE your New Year resolution now, to take full advantage of your opportunities in Real Estate investments in 1925.

VALLEY VISTA PARK

is an opportunity to investigate today. The lots range in price from \$965 upward.

THE FRANK MELINE CO.

INCORPORATED REALTORS

26 North Euclid Avenue

Courtesy to Agents

Fair Oaks 6260

Pasadena, California

FOOTHILL BOULEVARD

ARCADIA DOUBLE DRIVE

MCTEER
STUDIOS

Pasadena SATURDAY AND SUNDAY
THE FRIENDLY THEATRE

Special Holiday Show this Saturday and Sunday

Five Acts
In conjunction with the showing of the Feature Picture
"Christine of the Hungry Heart"

For 3 days Starting Monday
BARBARA LA MARR and BERT LYTELL, in
"SANDRA"

Special New Year's Eve Show
FEATURE PREVIEW and VAUDEVILLE

Starting at 10 and out 15 minutes before Midnight

All seats reserved—83c and \$1.10
Now on Sale

VAUDEVILLE

Jackie Comes To Wistaria On Saturday

What has turned out to be Jackie Coogan's most entertaining picture will be seen at the Wistaria Theatre three nights, beginning Saturday. Its title is "Little Robinsoe Crusoe," written especially for the little star by Willard Mack, who has let his imagination run rampant in working out a plausible and suitable story for Jackie.

The story has to do with Jackie who plays Mickey Hogan, orphaned son of a San Francisco police hero. He sets out from San Francisco on a tramp steamer bound for Australia to visit his aunt. When they reach the tropics, however, a typhoon wrecks and sinks the ship, taking down all on board with the exception of Mickey and a black cat, who drift away on an improvised raft and strike the shores of a tropical isle. Then came cannibals, and Satan in all his demonic glory, after he beholds the doings of little Robinson on the tropical man-eating island, will hide his face in shame. For Jackie starts the ball rolling and keeps everyone busier than a vagrant pup with a pedigreed herd of fleas parking on him.

Imagine, embraced in the setting of one picture—San Francisco's police force, the U. S. Marines, shipwrecks, cannibals, monkeys, black cats, and you may expect most anything—especially when such a mischievous son of Erin as Mickey Hogan is let loose among cannibals.

"Wine of Youth," King Vidor's picturization of Rachel Crother's play, "Mary the Third," comes Tuesday. This Metro-Goldwyn picture is a faithful transcription of the entertaining story, which tells how a typical flapper of modern days decides which of her beaux to marry by taking them both on an unchaperoned camping party.

Eleanor Boardman proves her right to stellar honors as the flapper in question, while Pauline Garon appears to fine advantage as her closest girl friend. No less than eight leading men in the picture. They include Ben Lyon, William Haines, William Collier, Jr., Bobby Agnew, Johnnie Walker, Creighton Hale, Niles Welch and James Morrison. Carey Wilson made the adaptation.

"Her Own Free Will" opens on Thursday. "Tis said that Helene Chadwick never had a picture that gave her a better chance to display her ability and charm than "Her Own Free Will," the screen version of the Ethel M. Dell story of the same name. In the starring role of this picture, alluring Helene is seen as an impulsive girl who marries a man for money and then refuses to stick to her bargain.

Big Year in Show Houses Of Pasadena

With the close of the most successful year in Pasadena theatricals close at hand, the executives of the West-Coast Theatre Circuit join in extending a generous and hearty Happy New Year wish to show goers who were the deciding factor in the establishment of many new records. Although exact figures are not available at this date, it is conservatively estimated that the increase in the show going population of Pasadena is higher, per cent, than any city in Southern California.

This phenomenal growth has been brought about under the directing genius of C. L. Langley, president of the West Coast-Langley chain, whose place in western theatricals is regarded as the most decisive in the United States. Through his shrewd management and maneuvering the Langley unit of the great West Coast chain, the largest theater organization in the world, his group is regarded as the most efficient on the Coast. In fact, at the first annual meeting of all West Coast Theater executives in convention here last summer, the Langley unit was awarded first prize for efficiency, competing with other units from San Diego to San Francisco, and embracing some 120 theaters.

Much credit, also, is due H. A. Albright, general manager of the circuit, and N. J. Fleming, assistant general manager, who have proved valuable aids in the building of the institution.

Pasadena managers and the heads of the company promise many big things for 1925.

NOTICE OF FILING OF ASSESSMENT

FOR THE IMPROVEMENT OF A PORTION OF LAUREL AVENUE IN THE CITY OF SIERRA MADRE, CALIFORNIA, AS CONTEMPLATED BY RESOLUTION OF INTENTION NO. 191 AND OF THE TIME AND PLACE OF HEARING AS TO SAID WORK AND ASSESSMENT.

Pursuant to statute, notice is hereby given that the Superintendent of Streets of the City of Sierra Madre, California, having made an assessment to cover the costs and expenses of the improvement of Portions of Laurel Avenue as contemplated by Resolution of Intention No. 191 passed by the Board of Trustees of said City on the 29th day of May, 1924, filed the same in my office on the 18th day of December, 1924.

I hereby fix Thursday, the 15th day of January, 1925, at the hour of 8 o'clock P. M. as the time, and the Council Chamber of the Board of Trustees in the City of Sierra Madre as the place, when and where all persons interested in the work of said improvement or in said assessment will be heard by the said Board of Trustees. Property owners, the contractor or his assigns, and all other persons interested in the said work or the said assessment, feeling aggrieved by any act or determination of the Superintendent of Streets or the City Engineer in relation thereto, or who claim that the work has not been performed according to the contract in a good and substantial manner, or who claim that any portion of the work was for any reason omitted or illegally included in the contract for the same, or having or making any objection to the correctness of the assessment or diagram, or other act, determination or proceeding of the Superintendent of Streets or City Engineer shall, prior to the day fixed for the hearing on the assessment, appeal to the said Board of Trustees by briefly stating in writing the grounds of appeal.

For a description of said work reference is hereby made to the above mentioned Resolution of Intention.

L. DIETZ,
City Clerk of the City of Sierra Madre, California.
Dated this 18th day of December, 1924.

ARCADIA THEATRE

HUNTINGTON DRIVE
ARCADIA
Evening Shows at 7 and 9 p. m. Regular Prices

Friday and Saturday, Dec. 26 and 27
TOM MIX, in

"The Last of the Duanees"

With TONY, the Wonder Horse

"GO-GETTERS"—No. 1

CARTOON COMEDY and NEWS

Sunday and Monday, December 28 and 29

"Untamed Youth"

COMEDY, "PARIS LIGHTS," and NEWS

Tuesday, Wednesday and Thursday, Dec. 30, 31 & Jan. 1

"The Man Who Came Back"

—with George O'Brien, Dorothy MacKail, Ralph Lewis

and all-star cast

NEWS

Friday and Saturday, January 2 and 3

"Married Flirts"

featuring Pauline Frederick, Conrad Nagel and Mae Busch.

Comedy—"SWEET PAPA," "THE FUR FLAPPERS" and NEWS

PASADENA AMUSEMENTS

RAYMOND

Starting Saturday
Continuous Performances Saturday and Sunday Starting at 2

"DANTE'S INFERNO"

A TENSE, MODERN DRAMA, COMBINED WITH A MAGNIFICENT PORTRAYAL OF DANTE'S VERSION OF HADES

In Conjunction With
FANCHON and MARCO'S
"ROMANCE OF JAZZ"

Another Spectacular Presentation with 42 People

RUBE WOLFF AND HIS KNICKERBOCKER SYNCOPATORS

Shows daily at 2, 7 and 9. Sat., Sun., & Christmas 2 o'clock continuous.

PRICES:
Matinees, except Sat., Sun., and Holidays, 50c. Nights and Sat., Sun., and Holiday matinees, 75c, including tax.

NEXT SATURDAY FANCHON and MARCO PRESENT THE UNIVERSITY OF CALIFORNIA GLEE CLUB

SENSIBLE ADVICE

"Send It to the Laundry"

Troy Service is Sensible Service
DRY CLEANING

Troy Laundry Service
ROY EDWARDS, AGENT

Red 42 Langley's Barber Shop 11 Kersting Court

FLORENCE THEATRE

Daily 2, 7 and 9. Sat., Sun. and Holidays 1:30 continuous

Last Times Saturday

"Sundown"

Starting Sunday

RIN-TIN-TIN, Famous Dog Star, in

"Find Your Man"

STRAND THEATRE

Shows at 1, 3, 5, 7 and 9

Last Times Saturday
THOMAS MEIGHAN

"TONGUES OF FLAME"

Starting Sunday

The Thriller of Thrillers

THE DIXIE HANDICAP

A Drama of Hearts and Hoofs

With Claire Windsor, Lloyd Hughes and Frank Keenan

See the VALLEY VISTA PARK Advertisement of the

FRANK MELINE CO.

On Page 5—We represent this Company

N. M. MESECAR

Blue 183

19 Kersting Place

WISTARIA THEATRE

SIERRA MADRE

Week Beginning Dec. 27
Saturday, Sunday and Monday

Little Robinsoe Crusoe

JACKIE COOGAN!

With Gloria Grey, Felix, Chief Daniel J. O'Brien, and others.

Tuesday and Wednesday

"Wine of Youth"

Eleanor Boardman, James Morrison, Johnnie Walker and William Collier, Jr.

COMEDY—"THE HANDY MAN."

Thursday and Friday

"Her Own Free Will"

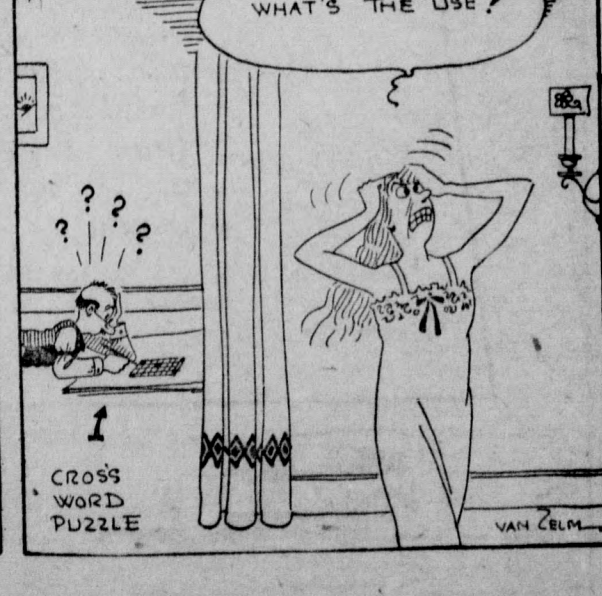
Helen Chadwick, Holmes Herbert, Allan Simpson, George Backus and Violet Mesereau.

Art Reel—"THE YOUNG PAINTER."

Saturday

"Cytherea"

WHAT'S THE USE



By L. F. Van Zelm
Western Newspaper Union

There's One in Every Home



McCLOSKEY BROTHERS
CONTRACTING IN
**Painting, Paper Hanging
and Sign Writing**
Artistic Decorating Our Specialty
Tel. Red 49, Sierra Madre 148 N. Mt. Trail

Try Our Wantads for Results

BUY FUEL NOW
Wood — Coal — Briquettes

DON'T FREEZE—Phone Main 50

Sierra Madre Feed and Fuel
97 E. Montecito Main 50

Wheeler Heights Tract

Corner Sunnyside and Grand View Ave.
Nothing Better—All Ready to Build On—Reasonable
Restrictions—Fine View—Your Neighbors Will Be
the Best.

Large Lots for \$950
E. A. MILLER

NEWS WANTADS FOR QUICK RETURNS

START RIGHT
in 1925

by opening a Savings Account and
securing the benefit of the full
interest period.

If you have not yet inspected
our new quarters, we extend a cor-
dial invitation.

**SIERRA MADRE
SAVINGS BANK**

COMMERCIAL

SAVINGS

Capital Paid Up - - \$40,000
Surplus - - - \$18,000

OFFICERS

H. E. ALLEN, President
CHARLES S. KERSTING, Vice President
W. H. INGRAHAM, Cashier
M. F. SEELEY, Assistant Cashier

DIRECTORS

CHAS. S. KERSTING C. W. YERXA
F. H. HARTMAN H. E. ALLEN C. W. FORMAN

Gas Company Insures Its Whole Force

More than 50 employees of the local division of the Southern Counties Gas Company, comprising Sierra Madre, Monrovia, Arcadia, Duarte, South Santa Anita, El Monte and contiguous territory, were given Christmas presents this year in the form of life insurance policies. The policies are issued by the Connecticut General Life Insurance Co., of Hartford, Conn., and call for the payment of insurance in the sum of \$1,000 in case of the death of an employee holding such policy.

W. E. Keefe, district superintendent for the gas company, explained that such policies are given to all employees of the Southern Counties Gas Company after six months of service with the company. He said it was the company's desire to remember all of its employees each Christmas and an insurance policy fully paid for one year was the finest and most practical gift the company could offer its employees for their loyal service.

YERXAS WIN MORE HONORS SELLING CARS

The Yerxa brothers of the younger generation seem to be making a record in the auto sales game. Last week we printed a story announcing that Tom had been made sales manager for a large Southern Pasadena Chevrolet Agency. This week the story concerns his older brother Harold, who has just been awarded a championship cup by the Chevrolet company. The following story is from the Star-News also:

Harold E. Yerxa, popular and successful salesman for C. S. Mead, Pasadena's Chevrolet distributors at 717 East Colorado street, is in receipt of a handsome loving cup from the Chevrolet Motor Car company. In order to win the trophy Mr. Yerxa had to sell more Chevrolet cars than any other retail salesman in Zone 20, which includes all of Southern California, south of the Tehachapi and the state of Arizona, during a period of sixty days.

Mr. Yerxa holds an enviable record as salesman for Mr. Mead and for the comparably short time he has been affiliated with the automobile business his success has bordered on the phenomenal.

Mr. Yerxa was born and raised in Minneapolis and was educated at Carleton college where he gained fame as a sturdy football player. He came to Sierra Madre several years ago to assist his father on the large Yerxa ranch. But the lure of the automobile proved too strong for Harold so he entered the selling end of the auto field. His introduction as a salesman took place in South Pasadena, where he served for a period of a year. About a year and a half ago he became associated with the Mead sales staff where he has become known as the star Chevrolet salesman.

Mr. Yerxa enjoys the selling of Chevrolets and today he is in the midst of preparations in the assistance of Santa Claus in filling orders for the Christmas delivery of Chevrolets. Mr. Yerxa's great hobby is football and he never misses any of the big games. Yes, he will be at the stadium on New Year's.

WELL, DID YOU EVER?

Homer D. King observes in the Hemet News:

We don't want any tombstone when we die. What we want is a billboard on which the world may read:

"Here lies a man who—
"Never worked a cross-word puzzle.

"Never sent a telegram beginning 'Program coming fine.'"

"Never asked a perspiring friend on a mid-summer afternoon 'Is this hot enough for you?'"

"Never sent a postcard reading, 'Wish you were here.'"

"Never played golf.
"Never told any one 'I told you so.'"

"Never raised the opener on two pairs.

"Never asked the boss for a raise and never got one, either)."

The Crown City Roofing Co., cover old shingled roofs with composition shingles. Many Sierra Madre people have had these shingles put on their homes and find them highly satisfactory.

The Crown City Roofing Co., is recommended by F. M. Hildebrandt and George Clark, local contractors. They have been in Pasadena six years and are located at 853 Wright Avenue. For the convenience of any one interested, their Sierra Madre phone number is given in their card in the professional column of this paper.

Scout Camp To Be Given Big Addition

More than ninety scoutmasters, assistant scoutmasters and troop committeemen of the Boy Scouts of America sat down together around the dinner table at the Elks Club in Pasadena on Wednesday evening, this being the date of the regular monthly Scout Leaders association dinner and meeting.

Arthur G. Barr of Lamanda Park, the genial president of the association, presided at the meeting, which was filled with enthusiasm and interest in the youth of this district.

One of the features of the occasion was the presenting of troop charters by Scoutmaster Jay D. Rinehart to Troops No. 5 at the Polytechnic elementary school, No. 3 at the Central Christian Church, and No. 32 at the Neighborhood church. These charters for the coming year were presented on behalf of the National council and were accepted by Scoutmaster Herbert Gregory, Scoutmaster Fred Denton and Troop Committeeman Stuart W. French, respectively, for the above troops.

To Furnish New Cabin
The stone cabin at Camp Huntington was offered by the Camp committee to the Scoutleaders association to be used as a Leaders Clubhouse. The following committee was appointed to provide ways and means for completing and furnishing this beautiful building to be used by the leaders in conjunction with the new log lean-to cabins which are now being constructed for the boys: Troop Committeeman A. U. Merston of Monterey Park, Troop Committeeman C. B. Capps of Troop No. 21 of Pasadena, Troop Committeeman Robert Mitchell of Sierra Madre, R. E. Winchester, assistant Scout executive from headquarters and the officers of the association who are A. G. Barr of Troop No. 23, president and chairman of the committee; Carter Barrett, scoutmaster of Puente, and Leonard Bussee of Troop No. 24, Pasadena.

Charles N. Miller, regional Scout executive for California, Arizona, Nevada and Utah, was the speaker of the evening and in a very forceful talk pointed out the many results of volunteer work with boys.

Among other things, Mr. Miller said: "Scouting is judged not by the number of boys enrolled, but by the number of men who are giving leadership to boys. In the Scout oath we say physically strong, mentally awake, and morally straight. We can say these things till doomsday, yet it will have no effect for good upon the boy unless the leaders live those things themselves. Boys are imitators and are as apt to imitate wrong as right, which increases the responsibility of the leader."

The dinner was served by the mothers of the members of Troop No. 31 at the Elks club and the wives of the Troop committee of which C. Hal Reynolds is chairman.

OPEN DOOR OF NEW YEAR IS SERMON TOPIC

The services next Sunday at the Congregational church will be in keeping with the season. Dr. Tate at the morning service will deliver a New Year sermon taking as his subject, "The New Year and the Open Door." The coming year ought to mean more to us than all the years gone by. Experience should bring us larger insights, larger vision, and a more generous and kindly heart. Every New Year, therefore, is a gate of Opportunity.

At the evening service at 7:30 the pageant, "God's Wonderland," will be presented again under the direction of Mrs. J. Glenwood Jones. So many people were turned away last Sunday evening that it becomes necessary to repeat again that only those who come early can hope to secure good seats. Come and bring your friends with you.

The church extends the best wishes to all for a happy and a prosperous New Year.

Dr. Tate wishes to thank heartily all those who were kind enough to send checks unsolicited for the benefit of the sick in his parish ministry.

**Order Rabbits
for New Year's
Stuffed and roasted
like turkey.**

You will like them
Phone your order early
**FAIRVIEW
RABBITRY**
Phone Red 217

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11 to 1:00 Phone Main 60
Phone Colo. 630
Pasadena Office, 461 E. Colorado

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Lungs and Throat
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Secretary's residence phone Blue 26

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Treatment consists of the Fast
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No tubercular cases received
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Phone Fair Oaks 6813

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Guaranteed Septic Tanks

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Exclusive Agents for
"Hygi-Sept" Septic Tanks
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or Room and Meals. It costs you
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meals are Dairy and Vegetarian
scientifically prepared and com-
bined; where everything is done
to help you regain your health in
a natural way; where you may
take Sun Baths, listen to Radio
and Health lectures.
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NORRIS

ESTABLISHED 1887

A HAPPY NEW YEAR
TO OUR MANY FRIENDS
Let us get together and make it
a Prosperous New Year
for one and all

For New Year's Outing
you will require some
Tasty Sandwiches

Franco-American Sandwich Bread
Cold Meats from Our Sanitary Cases
Deviled Ham, Potted Meat
Sandwich Filler, Tuna, Salmon
Sardines, Wienies

CHEESE—Swiss, Pimiento, Cheddar,
Tastie, Pineapple, Edam, Roque-
ford, Camembert, Limburger and
Martin's New York Cheese



ORDER YOUR
TURKEY
now for
New Year's
Dinner

Geese, Ducks,
Chickens, Rabbits
Extra fancy Delano
grown, young, tender,
delicious.

Fresh Oysters for the Dressing

Heinz Fig Pudding
Heinz Plum Pudding
Heinz Mince Meat
R. & R. Plum Pudding
Libby Plum Pudding
Northern Grown Celery
Fancy Cranberries
Grape Fruit, Persimmons, Walnuts,
Almonds, Mixed Nuts,
Lowney's Chocolates in Fancy Boxes

SPARTAN Self-Serve
Bargain Department
Special Until New Year's

Libby's Plum Pudding, 2-lb. can	35c
Scotch Shortbread, in bulk, the lb.	24c
Urma Preserves, 15-oz. glass, assorted	25c
California Flapjack Flour, large size	25c
Carnation Wheat Flakes, large pkg.	35c
10 Bars W. K. Soap	44c
Waldorf Toilet Paper, the roll	8c
Iris Baby String Beans, No. 2 can	25c
Eastern Sliced Peaches, No. 2 1/2 can	20c
Eastern Sliced Pears, No. 2 1/2 can	25c
Naturen Raisins, 11-oz. pkg.	10c

Just arrived, Albers Pure Eastern
Buckwheat in 5-lb. cloth sacks, 50c

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DEPARTMENT STORE
Phones: Black 12; Main 205
331 West Central

WANTADS

Free tickets to the Wistaria The-
atre for readers of News Wantads.
See if they are yours. 10tf*

WORK WANTED

WANTED—Housework; 166 Moun-
tain Trail. 12*14

POSITION WANTED—By exper-
ienced practical nurse; 330 W. Cen-
tral; Main 27. 11*13*

WANTED—All kinds of work; R. C.
Earl; Black 215. 11*13*

WANTED: Position as child's nurse.
Alice A. Fawcett, 215 N. Auburn.
10-14*

WANTED: By an expert gardener,
lawn and garden work part time.
Frank Lockyear, 30 Windsor Lane.
Black 22. 12ctf

CARPENTER and Cabinet work, job-
bing of all kinds. J. A. McCloskey.
148 N. Mt. Trail. Red 49. 46ctf

WANTED: Housework by day or
hour. Tel. Black 191. 10c13

MISCELLANEOUS

MONEY TO LOAN—On Sierra Ma-
dre improved property, first mort-
gage; Geo. A. Oswald, 6 N. Bald-
win. c13

SNAP IN TIRES—5 Goodyear cords
for 32x4, semi-balloon, all-weather
tread, with tubes, run about 200 mi.,
only \$106 for the lot; Norm's gar-
age, 22 E. Montecito. c12

WANTED—Clean rags, top prices
paid; News office. 13tf

WANTED—All kinds of junk. I. B.
Goldberg. Black 142. 17c-tf

OAK FINISH

given pine floors; also general con-
tracting; Black 129. 9ctf

FENCING—We erect and sell ma-
terial for all types of fencing. Crown
Fence Co., 890 S. Broadway, Pasa-
dena. Tel. F. O. 157. 4ctf

FOR RENT

BELLA VISTA TERRACE has an
apartment for rent; office apartment
4, phone Blue 92. 23ctf

STORAGE by the month for all kinds
of goods. Roland Adams. 8c-tf

THE MIRA MONTE hotel has been
remodeled into 1, 2 and 3 room
housekeeping apartments; large lob-
by, sunny porches and spacious
grounds; phone Green 19. ctf30

FOR RENT—Furn. house; 3 rooms
and sleeping porch; \$25.00 mo.; 473
N. Auburn; phone Red 72. 11c13

FOR RENT—Garage, \$4 mo.; 255
N. Grove. 12c14

Phone No. Red 79, call at News of-
fice for free tickets to Wistaria
Theatre. 13

FOR RENT—Furnished bungalow; 4
rooms and bath, in Sunshine Court,
180 Mountain Trail Ave., near P. E.
car line; call for Mrs. Follensbee for
particulars. c13

FOR RENT—2 or 3 room furnished
apartments; also 4 room flat furn-
ished; phone Blue 155. 12ctf

FOR RENT—New 4 room bungalow,
garage, beautiful E. Laurel; Burns,
65 E. Laurel. 11c13c

FOR RENT—6-room house with gar-
age; apply 220 Mariposa; Tel.
Black 131. 11c13

FOR RENT—Housekeeping rooms;
25 Olive; Blue 30. 11c13

FOR SALE

FOR SALE CHEAP—at 38 W. Lau-
rel Ave., 1 bed davenport practically
new, 1 library table, 1 pedestal ex-
tension dining table, 1 two-burner
hot plate. *12

FERTILIZER For Sale, \$3.50 load.
Green 10. 10ctf

FOR SALE—Seven room modern
home, garage, improved corner lot;
might take smaller home, mortgages
or late car; 224 Santa Anita; phone
Green 155. 11*13*

FOR SALE—New 5-rm house, strict-
ly modern, with garage; apply 220
Mariposa; Tel. Black 131. 11c13

FOR SALE—Violin, a bargain, 257
N. Baldwin; Blue 162. 11c13

START THE NEW YEAR RIGHT

We have two fine lots on North
Lima street close to Central Ave.
Will build you a four or five room
house and garage to order, \$500
down, balance easy terms; phone us,
reverse charges, Pasadena F. O. 6904.
William Zuetell, Realtor, 1154 E.
Colorado, Pasadena. c13

ROOMS—BOARD

If your auto license is 438,268 call
at News office for free tickets to
the Wistaria Theater. 13

ROOMS with board; Black 19 41ctf.

LOST AND FOUND

LOST—From auto, coat, by 17-year-
old boy; finder please phone Black
61. *13

LOST—Fountain pen, reward; Red
208. c13

HANSON GIVES POINTERS ON CITY BUILDING

(Continued from Page One)

structive advice, Mr. Hanson gave
his hearers a fine mixture of enter-
tainment and good advice. He paid
high tribute to the present charm
and future possibilities of Sierra
Madre. He said a lot of money was
going to be made in Sierra Madre
real estate and if the people who
are here do not make it outsiders
will come in and take the profit.

One of the things needed, Mr.
Hanson said, is a community spirit
united for progress. One reason he
left Seattle was because so many
elements are working at cross pur-
poses. If the Chamber of Commerce
wanted something the Civic Associa-
tion opposed it. If the Civic Asso-
ciation started anything, the labor
unions opposed it. And if the Labor
Unions started anything, everybody
opposed it. That kind of spirit will
never get anywhere in any commu-
nity.

Another essential is a spirit of
kindly boosting and absolutely no
knocking. If you can't say some-
thing good about your town and
your fellow citizens, say nothing or
get out. There is nothing that will
win admirers and possible future
residents so surely as such a spirit.
He told of his accidental visit to
Sierra Madre, the fine booster spirit
shown by Chief Becronis on his first
visit at the cafe, his purchase of two
pieces of property and subsequent
interesting of several men in his or-
ganization in Sierra Madre. Just as
they had decided to make their
homes here, many other citizens
could bring additional residents by
adopting the proper attitude toward
their home town.

Home trading is another factor in
town building, than which there is
nothing more important. Home trad-
ing develops better stores, and bet-
ter stores attract more population
and a better community for every-
body.

Next Tuesday's luncheon will be
at the Wistaria Tea Room.

The National Grange reports that
farm mortgages in the United States
amount to fourteen billion dollars.

Canada's population, including that
of Newfoundland, is now approxi-
mately 10,000,000.

Nearly 200 large speed boats will
compose Uncle Sam's "dry navy"
operating against rum runners.

FOOLING AN EXPERT

There is a very pleasing, as well
as instructive, story told of Con-
gressman Sol Bloom of New York,
noted also as a song publisher, and
his experience some years ago with
a beautiful young woman, who want-
ed him to add some of her songs to
his catalogue.

Sol didn't think much of them but
was captivated with the girl's per-
sonality, so he called on her several
times. After another appeal on her
part to have a song published, he
told her that he would rather mar-
ry her than risk the song proposi-
tion. They were happily married,
but later Mrs. Bloom asked that one
of her songs be published just for
the sake of being in print.

To please her, Bloom finally
agreed. To his surprise, it made an
instant hit and more than 50,000 cop-
ies were sold.

This serves to show that even an
expert may easily go wrong in judg-
ing the value of a composition, either
musical or literary; also that a
young author should not be too easi-
ly discouraged.

Hundreds of instances from real
life prove that frequently the judg-
ments of critics are in error, al-
though in nine cases out of ten they
are right.

Mars Cassidy, the world's greatest
horse-race starter, has officiated in
more than 50,000 races.

During the past year, \$13,000,000
was distributed by the Carnegie Cor-
poration for educational purposes in
the United States.

Plans are being made to send the
United States battle fleet on a cruise
to Australia and New Zealand next
summer.

General Pershing is a special am-
bassador of this country to the 100th
anniversary celebration of Peru's in-
dependence.

Rodman Wanamaker of New York
carries six million dollars of life in-
surance, being the most heavily in-
sured person in the world.

France now has the greatest air
fleet in the world, with 1,200 air-
planes.

Unusually large shipments of co-
conuts to Baltimore caused an in-
vestigation, which disclosed that the
milk had been removed and the nuts
filled with whiskey.

Oklahoma produced a record cot-
ton crop this year, taking second
place among the cotton states of the
union.

PUZZLE FANS FIND CORRECT WORDS HERE

Owing to an accident to the plate
containing the answers to Cross
Word Puzzle No. 2 which appeared
in last week's News, the answers
are here presented in different form
but easily arranged for checking
your solutions:

Horizontal	Vertical
1—Central	1—Cabala
6—Basso	2—Elude
10—Alert	3—Nero
11—Cello	4—Try
13—Bury	5—At
14—Jelly	6—Belly
15—So	7—Ally
16—Ado	8—Sly
17—Fully	9—So
18—Lea	11—Cells
19—Le	12—Roasts
20—Badly	14—Judge
21—Seas	15—Seals
22—Drugs	17—Faust
23—Dealt	18—Leaks
24—Pease	20—Brand
25—Seeks	21—Seeds
26—Slope	22—Deans
27—Sleds	23—Deems
29—Earth	24—Plate
30—Stems	25—Sleep
31—To	26—Slime
32—Belonging to it	27—Strip
33—Female horses	28—Soldier
34—Sun	30—Sales
35—Me	31—Touse
36—Tulips	33—Muck
37—Loud	34—Sold
38—Biceps	36—Tie
39—False	37—Boy
40—Reeks	38—Be
41—Ladder	39—Fa



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Listen, men! Here is a clean-
ing and pressing service that
needs your consideration. Baggy
trousers and unpressed coats are
out of style.

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Copy must be in by 5 p.m.
Thursdays.

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Today!